

10/090719

Abstract of the Disclosure

An aisle way end extender bracket for use with an upright merchandising display, the display including a lengthwise extending wall and terminating in a vertically extending end cap support. The bracket includes an 5 elongate extending support arm having a first support end and a second extended and product display end. A foot support is secured to the first support end and engages with a location of the upright merchandising display proximate its vertically extending end, the foot support further including a planar support surface capable of affixing, in substantially adhering fashion, 10 against a corresponding planar extending portion of the merchandising display. The product display end further includes an "S" shook suspended through an aperture defined within the support arm. A product support portion suspends from the "S", typically in freely swinging fashion, and holds a plurality of individual merchandising items in substantially coplanar, parallel extending 15 and displayed fashion beyond the vertically extending end cap of the lengthwise extending wall.